



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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CALIFORNIA FALL: EXPECT THE UNEXPECTED

That's the common denominator applying to the collections of hip California designers. The only "trend" they follow is the uninhibited life style of California's sunny "Southland."

THE CALIFORNIA LOOKS:

- ... Sumptuous Fabrics
- ... A riot of Delectable Colors
- ... Pants of every length & variety
- ... Layering -- to peel off when it's warm, to add on when it's cool.

FABRIC SOFTIES: CHALLIS, plain, printed, wool, rayon -- paisley, elasticized low waistline, collar and cuffs (Alanari) -- stitched-down dirndl/tucked front blouse; challis print-taffeta REVERSIBLE jacket/beige jersey Zouave pants/mauve cowl-hood blouse has "raveled" edge trim (Phyllis Sues) -- side-tie panel gives fuchsia and Astor blue skirt a double-skirt effect/curved-hem, tie-neck blouse, large blousy sleeves (Bird In The Hand) -- printed self-sashed tunic top/solid zip-front drawstring pants (Samantha) ... VIYELLA -- checked Pierrot collar dress/black velvet peg pants/vest, mix beautifully with wide-wale corduroy group (Theodore/dba ltd.) -- Viyella-like subtly striped English cotton self-fringed dirndl/shawl/self-fringed yoked blouse, narrow collar and cuff bands (Ma Chemise).

GENTLE-TEXTURED: CORDUROY -- easy, long beige jacket/drawstring pants/taupe strapless bodysuit or camisole/scarf (The It Co.) ... TWEED, wool-poly -- self-fringed tri-tone hooded poncho/flounced hem-fringed peasant skirt (Bird In The Hand) ... Coarse "SHAKER KNIT," 100 percent zephyr yarn, colorful full-sleeved base-

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IT'S HERE AT LAST: THE YEAR OF THE DRESS

Designers have put their best efforts forward to make the dress irresistible. It is unconstructed, soft and relaxed -- sometimes voluminous but balanced by ultrasoft fabrications. Waists are raised, dropped -- or non-existent. Lengths are mid-calf.

THIS YEAR'S DRESSES:

- ... BLOUSONS
- ... THE FLOAT DRESS -- with ruffle, flounce or smocking detail.
- ... 1 + 1 = 1 -- THE TWO PIECE DRESS
- ... JUMPERS looking both young and sophisticated
- ... THE CHEMISE, SHIRTDRESS, WRAP-DRESS gain new strength

THIS YEAR'S DETAILS:

- ... RUFFLES, PIERROT Collars -- small and Victorian, or bold
- ... Accented, Outgoing SEAMS -- turned outside and merrow-stitched, contrast taped or piped
- ... Lingerie Touches: SCHIFFLI and EMBROIDERED SCALLOPS -- used on unexpected fabrics: chamois-suede, linen, flannel
- ... All About HEMS -- harem, drawstrings, bubbled, puffy "roller coasters," burnt-off charred edges, knotted
- ... GATHERS, PINTUCKS, PLEATS, FLOUNCES, DRAWSTRINGS, CAPELETS, QUILTING, TRAPUNTO, ELASTICIZING

BLOUSONS: Warp print wool challis batwing blouson, split-and-tie keyhole neck, flounced

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hem (Carol Horn for CHH) -- amethyst challis, hip-yoked, button front, has smocked U-neck and raglan sleeves (Gil Aimbez/Bon Menage) -- beige pebble crepe overblouse, short dolman sleeve, black banded and tied at cuff (Clovis) -- burnt orange polyester crepe de chine ruffled drawstring peasant neckline and full sleeves, elasticized waist panel skirt (Levino Verna for Mayehoff) -- Nomelle/wool jersey wide elasticized waist and elasticized ruffled neck that converts from high for day to off-shoulder for evening (Jan's Things) -- heavy grey silk/cotton mesh drawstring blouson on stitched pleat charcoal flannel skirt (Assemblage) -- sandy peach pebble crepe, 4 rows of faggotting from small collar to sashed waist, full sleeves, soft skirt (Eleanor Brenner) -- batwing blouson, drawstring back, tied front, flounced open neck, assymetrical side seaming and full red sleeves (Stephen Burrows).

TO BLOUSE OR NOT TO BLOUSE: Dress-length chemises alternately hip-sashed into blouson tunics (Richard Assatly for Gino-Snow, CHH) ... And many blousons are TUNIC-length -- tucked waist and sleeve, heather jersey, can be worn front or back (Kay Unger/St. Gillian) -- micro-mini beige on black Edelweiss print, V-neck, elasticized waist, bloused only in back (Annemarie Gardin/Florence & Celeste) -- fine French wool/acrylic jersey, shirtband bateau neck, button-loop closing, elasticized waist (Albert Nipon).

THE FLOAT: Ombre jewel-tone squares, big dress, shirred keyhole neck, dolman sleeves, optional self sash (CHH) -- challis bird print big dress, mandarin neck, ruffled armhole and cuff, flounced hem; has optional quilted lace trimmed petticoat for warm layering (Bon Menage) -- blued grey Qiana tent, smocked neck, drop shoulder, gathered sleeves, can be belted (Clovis) -- black ground challis tent, paisley flounce hem (Don Sayres/Gamut) -- round neck, bell sleeve, flounce-hem camel float, worn with cowled paisley jersey blouse (Jan's Things).

ONE-PLUS-ONE-EQUALS-ONE: Print brushed flannel peasant blouse/dirndl; ruffled silk blouse/suburst pleat skirt (Cathy Hardwick) -- Viyella bayadere paisley overblouse/unpressed pleated skirt (Nipon) -- nude jersey, raglan-sleeved sweatshirt

blouson, wide hipband, sunburst pleated skirt (CHH) -- chocolate poplin yoked shirt-jac town suit/slim skirt (Jan's Things) -- Cantoni paisley challis dolman-sleeved, yoked Eisenhower jacket, elasticized back/3-button placket dirndl (Eleanor Brenner) -- Liberty print poly challis scoop neck, released tuck peplum top/flat yoke skirt (Nipon Boutique) -- two-tone grey wool jersey cowl neck top/side-pocket full gathered skirt (Stephen Burrows) -- neon-colored vertical Persian stripe blouson/elasticized waist/horizontal striped skirt (Miss O).

JUMPERS: Gathered yoke back, tie belt, in challis print or banker's grey poly-rayon jersey, with their own shirts (Schrader Sport) -- winter pastel baby tartan plaids, hooded, fringed keyhole neck, cap sleeve, drawstring high waist, two-tiered jumper/cowl sweater (CHH) -- lambswool/angora/nylon ribknit trim jumper, matching camel turtle neck gives one-piece look (Casi) -- printed poly-wool ribbon stripe U-neck, mitered skirt (Jan's Things).

CHEMISES: Wool/alpaca/acrylic blend, assymetric neckline, long sleeves, optional lynx tails-trimmed scarf (Stephen Burrows) ... Wool chiffon border print, below-waist released tucks, full raglan sleeves, 3-button assymetric neck (Nipon) -- curved waterfall stitched released tucks, matte jersey scarf (Nipon Boutique) ... Knotted hem, sleeves gathered on vertical drawstring (Mrs. H. Winter/Yesterday's News) ... PACKAGED IN SEETHROUGH BOXES: Wool jersey, long sleeve chemises -- sweetheart neck, cowl neck, boat neck -- SML sizes, many colors, basics for layering and accessorizing (AB II).

VALUABLE WRAPPERS: Classic surplice wrap in lush brushed lambswool/nylon/angora knit (Ruffinknit) -- back-wrap, cowl neck heather grey jersey (Narducci) -- smokey mauve, piped in beige, bathrobe dress (CHH) -- double back-wrap, ultrasuede-trimmed crepe de chine wraps and ties to front or back of waist, sizes 2 to 14 (Kasper).

SHIRTDRESSES, COATDRESSES: Pure silk elasticized waist, stock-tie neck, wrist-to-wrist horizontal stripes, vertical striped body (St. Gillian) -- wool jersey full peasant shirtdress, batwing sleeves, gathered neck and waistband (Harve Benard) -- reversible challis shirtdress, black/sand stripe

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THE YEAR OF THE DRESS (cont'd from pg. 2)

reverses to black dot on sand (Casi) ... ALL WEATHER coatdress/skirt (can make a suit) in nino poplin (Nipon) -- grey herringbone print velveteen "big" coat-dress with belted stand collar and sleeves (Assemblage).

NEW, STRAPLESS BUST-TO-FOOT BODY-STOCKING, red cashmere for day, red satin for evening (Halston) opens up many possibilities, new peekaboo layering ... Tucked into dyed-to-match boots or shoes, to enhance and lengthen the long-leg look.

THE BIG ACCESSORY: LEGWEAR! Leggings, warm opaque tights and other leg warmers, worn under dresses, short tunics, coats.

DRESS FABRICS: PRINTED CHALLIS leads the dress parade -- wool, rayon and wool-blends ... JERSEY, both wool and matte ... Cashmere, mohair, wool/angora and wool/alpaca blends ... woven TARTANS.

PRINTS, COLORS: Foulard prints -- borders and border-prints -- Bayadere effects -- paisley, Liberty ... Colors, from PALE to INTENSE to SOMBER -- BLACK, WINTER WHITE.

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"NO ROBES" -- A TEXTILE ART AT JAPAN HOUSE

The kimonos and masks used in the Nō dramas, the official theatre of Japan in the early 17th century, are on view through July 17 at Japan House Gallery, 333 East 47th St. These garments are extraordinary examples of textile art in weaving, dyeing, embroidering, printing, and applique. Fine silk is woven in twill, brocade, and gauze -- shot with gold and silver thread to create intricate patternings or to simulate armour. Shadings between color blocks are achieved either with seaming or with a technique known as "runk-dyeing." There are unusual colorful motifs from nature, as well as calculated geometric designs. After the N.Y. exhibit, the collection will be presented at the Kimball Art Museum in Fort Worth, Texas until Sept. 4, 1977. (Admission: \$1.50) - (Tel: 832-1155).

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IMPORTANT DATES

N.Y. - Spring RTW, Oct. 10-21
MILAN - Ready-To-Wear Showings, Oct. 10-14
PARIS - Pret-a-Porter Showings, Oct. 22-26

CALIFORNIA FALL (continued from page 1)

ball jacket/ivory corduroy peg pants with rollup cuffs (dba ltd.) ... WOOL GABARDINE, lightly textured, full range of colors, front-button pleated trouser skirt, patchwork pockets (Samantha) ... COTTON TWILL hiking trousers, wrap-sashed, rollup cuffs/ Egyptian cotton granddad shirt, yellow neck-band/double-faced wool-nylon blanket plaid jacket (Stolkin Ltd.) ... Glen plain MENS-WEAR WOOL side-slit cardigan coat/dirndl/heathered Jasco jersey cowlneck top/self-fringed shawl (Ann Campion).

THE "SMOOTHIES": CASHMERE -- soft navy or vicuna dress, triple-tier collar, cuff and hem, contrast top-stitching; 2-pocket jacket/silk camisole/shirt/tap pants under the skirt (Ma Chemise) -- long strapless tube dress/contrast piped 50 by 50 blanket scarf (It Co.) -- most original, flexible designs based on origami (Japanese art of paper folding and cutting), oatmeal cashmere kimono coat/dress under reversible 2-tone striped mohair-blend coatdress which, like a desert blanket, can be worn upside down, as well; cashmere or Nyesta cigarette pants wrinkled at ankle/scarf-sash/asymmetrical hooded cowl origami dress, one side seam, two at shoulder, folded on the bias/several tie-dyed pure silk one-seam "necklace" puffs, worn as body jewelry (Masako/Origami) -- tailored shirt/tucked pants/cut-velvet and chiffon robe-coat (Out Of The Woods) ...

... WOOL JERSEY -- rust parachute top, black overcast stitching, long scarf attached to neck goes under arms to crisscross in back or tie in front, or vice versa (Phyllis Sues) -- pimiento or pewter batwing blouson/elastic-tube and side-wrapped "leg-skirt" to wear over pants or not (Stolkin) ... Flannel martingale jacket/elastic ruffled bottom knicker-culotte; Italian velveteen one-button mess jacket, satin faced collar/duffel skirt, knickers or peg pants (dba ltd.) ... Travel Sets: Beige poplin-gray wool reversible trenchcoat/poplin trousers or gray flannel pants/French polyester classic circular-yoke tie-neck blouse (Ann Campion) ... Jungle or Chinese print crepe de chine tunic dress cut close to body, banded collar (Samantha) ... Electric blue nylon jersey "balloon dress," wear to front or back, deep V with self-ties that can also tie like a halter (Phyllis Sues).

LUXE FABRICS: SILK -- aviator blue peasant blouse, multiple rows of shirring around
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CALIFORNIA FALL (continued from pg. 3)

neck, cuffs/slim or sashed-waist pants (Ma Chemise)-- flounced Ante-Bellum dress peels down to strapless tube and skinny, rolled-up velvet pants (Stolkin) -- scarf-collared stone-gray artist's smock/full, gathered self-sash skirt (Ann Campion) ... OTHER SILK WEAVES: "Habutai," sturdier than China silk, large flat piece of fabric with four slits can convert to wrap, crossed in front for instant evening gown, many other possibilities, nine luscious colors (Origami) ... Men's Shirt-ing Stripes, celadon green poet's dress (Phyllis Sues) ... Crepe de Chine -- hand-painted ombre, lush watercolor-tone tops/pants or deeply flounced skirts; tri-tone ombre, Pierrot collar, floor length "balloon" dress with a belt to blouse it (It Co.) ... Chiffon -- crowded pansy print with narrow ruffle trim at square neck, sleeves and 2-tier skirt (Alanari) -- gold Lurex striped overdress/crepe de chine shirt/pants or slip dress (Out Of The Woods).

Harriet Selwyn (Fragments) has recently won Lord & Taylor's first Annual Designer Award for her unique concept of instant do-it-yourself costuming with her "fragments" and "add-to's." From "basic" Qiana to Lurex and lame, the multitude of pieces can be layered on in a variety of ways. Everything wraps and/or ties, and the one size fits all -- the filmy fabrics adjust to each figure.

IMPORTANT DATES

N.Y. - Int'l Tennis Trade Show, July 10-12
ROME - Fall & Winter Couture, July 19-21
N.Y. - Int'l Jewelry Fair, July 23-27
PARIS - Fall & Winter Couture, July 25-28
CHICAGO - Nat'l Boutique Show, July 24-27
MIAMI - Holiday & Resort RTW, Aug. 5-9
N.Y. - Int'l & Nat'l Shoe Show, Aug. 6-9
N.Y. - Resort & Holiday RTW, Aug. 8-19
L.A. - Resort, N.Y. Fash. Cr., Aug. 12-15
CHICAGO - Holiday & Resort RTW, Aug. 20-25
DALLAS - Holiday & Resort RTW, Aug. 27-Sep. 1

FI BOUTIQUE BEAT: N.Y. - EAST 36TH TO 18TH

MAD JACS, 543 Third Ave. (36th St.), (684-2239). Chenille separates in all cotton. Rayon challis long and short ribbon trimmed and printed dresses. Lots of mixed prints in tops. Separates -- angora; and all cotton.

MR. SNOW, 442 Third Ave. (31st St.), (685-3286). They design and make all their own clothes. Unusual tops, long skirts & dresses, silk kimonos. Ethnic and trendy jewelry.

MS. MONTAGE, 427 Third Ave. (30th St.), (725-4510). Specialize in sportswear -- some imports. Cottons, linens, raw silk; antique fabrics.

THE BUS STOP, 306 Third Ave. (23rd St.), (674-8250). Imports and American sportswear; unusual jumpsuits. Fluttery cotton and crepe de chine tops, many mixing several prints.

LA RAGERIA, LTD., 282 Third Ave. (22nd St.), Frivolous tops, printed and plain. Many of their own designs. Separates, dresses, sweaters, some imports. Italian and domestic shoes. (673-9220).

CONTAGIOUS BOUTIQUE LTD., 276 Third Ave., (21st St.), (473-8705). Many of their own designs, featuring unusual designs and prints. Jewelry, shoes, scarves.

PROPINQUITY, 243 Third Ave., (20th St.), (982-4420). Their own designs in antique fabrics, silks, chiffons, crepe de chine.

SYBARIS, 241 Third Ave., (20th St.), (533-9680). Many cotton dresses and separates. Contemporary jewelry.

SYMPATIQUE, 226 Third Ave. (19th St.), (777-3337). Many wrap-around apron and peasant dresses and tops.

PLENDA, 208 Third (18th St.), (982-8640). Unusual fabrics, mostly from India.

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